

09-17-1998



Commissioner of Patents and
thereof

attached original documents or copy

100831379

1. Name of conveying party(ies):

G. Heileman Brewing Company
9399 West Higgins Road
Rosemont, Illinois 60018

☐ Individual(s)
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State: Delaware
☐ Other

9-8-98

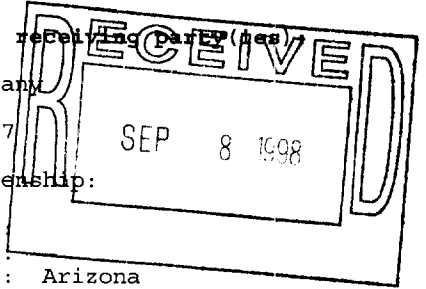
2. Name and address of receiving party(ies)

The Stroh Brewery Company
100 River Place
Detroit, Michigan 48207

☐ Individual(s) citizenship:
☐ Association:
☐ General Partnership
☐ Limited Partnership
☒ Corporation - State: Arizona
(both companies)
☐ Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached:

☐ Yes ☐ No
(Designations must be a separate document)
Additional name(s) & address(es) attached?
☐ Yes ☒ No



3. Nature of conveyance:

☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other:

Execution Date: July 1, 1996

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

662,687

☐ Yes ☒ No

Additional numbers attached?

5. Name and address of party to whom correspondence concerning document should be mailed:

Michael D. Fishman
Rader, Fishman & Grauer
1533 North Woodward Avenue
Suite 140
Bloomfield Hills, Michigan 48304
(248) 594-0600

6. Total number of applications and registrations involved: one (1)

7. Total fee (37 CFR 3.41).....\$40.00
☐ Enclosed

☒ Authorized to be charged to deposit account.

8. Deposit Account Number: 18-0013
(Attach duplicate copy of this page if using deposit account)

DO NOT USE THIS SPACE

09/16/1998 JENMDAZZ 00000012 100013 662687

01 FC:401 40.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael D. Fishman
Name

Signature

September 2, 1998
Date

Total number of pages comprising cover sheet 3

TRADEMARK
REEL: 1788 FRAME: 0744

NUNC PRO TUNC ASSIGNMENT

WHEREAS, G. Heileman Brewing Company, Inc., a Delaware corporation, having its principle of offices at 9399 West Higgins Road, Rosemont, Illinois 60018 ("Assignor"), on or about July 1, 1996, assigned and transferred to The Stroh Brewery Company a Arizona corporation, having its principle office at 100 River Place, Detroit, Michigan 48207 ("Assignee"), the entire right, title and interest in and to the following (collectively, the "Trademark Rights"):

U.S. Registration No. 662,687, dated June 3, 1958 for the mark
BURGIE & DESIGN;

Any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

WHEREAS, the parties wish to ratify and confirm the above-stated assignment and transfer;

NOW, THEREFORE, in view of the payment of Ten Dollars (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY assign and transfer nunc pro tunc, on or about July 1, 1996, to Assignee, any and all right, title and interest in and to the Trademark Rights.

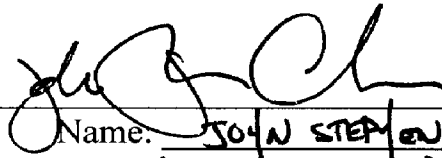
Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Assignment and all terms hereof shall be binding upon and shall inure to the benefit of the parties and the respective heirs, personal and legal representatives, successors and assigns.

In witness whereof, Assignor has executed this Assignment on the date set forth below.

G. Heileman Brewing Company, Inc.

Dated: 8/25/98

By 
Name: JOHN STEPHEN CARLSON
Title: ASSISTANT SECRETARY

R0034461